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**When**

Wednesday July 15<sup>th</sup> 2020 from 11am-12pm EDT (3pm – 4pm UTC)

**Topic**

Digital Transformation using MBSE: Notes from the field

***Speaker***

William Donaldson



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## Abstract

Organizations large and small are attempting to transform their enterprises using digital technologies and model-based systems engineering tools. These efforts provide a heightened need for skilled systems engineers and present significant challenges for SEs beyond the tools and technology. Working with senior management at multiple multi-national companies engaged in digital transformation, Dr. Donaldson will share timely perspectives on the SE challenges from a C-Suite perspective.

## Biography

**Dr. William (Willy) Donaldson** is an Assistant Professor in Management in the Luter School of Business at Christopher Newport University. Dr. Donaldson is the Director of the CNU Small Business Institute and the Biotechnology and Management Program. He has over 35 years of experience as a Board member and President and has been CEO of 8 companies including a publicly-traded company and an international joint venture and over 30 years of experience in higher education. Willy is the Founder and President of Strategic Venture Planning, a management consulting firm that assists boards, investors and senior management teams to maximize results.

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Regards,

Andy Pickard

Rolls-Royce Representative, INCOSE Corporate Advisory Board,  
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